

**North Maharashtra University,
Jalgaon**



(NAAC Accredited 'B' Grade University)

**Faculty
of
Commerce and Management**

Syllabus of

B.M.M. (Bachelor of Mass Media)

w.e.f. 2012-13



North Maharashtra University, Jalgaon

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Faculty of Commerce and Management

Bachelor of Mass Media (B.M.M.) w.e.f. June 2012

Syllabus

Semester: I & II w.e.f. June 2012-13			
Paper	Semester-I	Paper	Semester-II
101	Effective Communication Skills-I	201	Effective Communication Skills– II
102	Fundamental of Mass Communication	202	Political Concepts and Indian Political Systems
103	Introduction to Computers	203	Principles of Marketing
104	Introduction to Psychology	204	Introduction to Advertising
105	Principles of Management	205	Introduction to Journalism
106	Economics	206	Introduction to Literature in English

Semester: III & IV w.e.f. June 2013-14			
Paper	Semester-III	Paper	Semester-IV
301	Introduction to Public Relations	401	Understanding Cinema
302	Introduction to Media Studies	402	Radio and Television / Modern aids
303	Introduction to Culture Studies	403	Advance Computers
304	Introduction to Creative Writing	404	Print Production and Photography
305	Mass Media Research	405	Internet Application
306	Organisational Behaviour	406	Financial Management for Media

Semester: V & VI w.e.f. June 2014-15 – Specialisation: Advertising			
Paper	Semester-V	Paper	Semester-VI
501	Advertising in Contemporary Society	601	Advertising and Marketing Research
502	Copywriting	602	Legal Environment and Advertising Ethics
503	Advertising Design	603	Financial Management for Marketing and Advertising
504	Consumer Behaviour	604	Agency Management
505	Media Planning and Buying	605	Graphics & Animation
506	Brand Building	606	Project Report

Semester: V & VI w.e.f. June 2014-15 – Specialisation: Journalism

Paper	Semester-V	Paper	Semester-VI
501	Reporting	601	Press Laws & Ethics
502	Editing	602	Broadcast Journalism
503	Feature and Opinion	603	Niche & Magazine Journalism-II
504	Journalism and Public Opinion	604	Graphics & Animation
505	Indian Regional Journalism	605	News Media Management
506	Niche and Magazine Journalism-I	606	Project Report



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Bachelor of Mass Media (B.M.M.)

This is a new course introduced from the academic year, 2012-2013, by the North Maharashtra University Jalgaon. It has been designed to provide students with a firm grounding in communication skills. It aims to develop an ability for critical thinking and creativity and to give the students an opportunity to combine the theoretical curriculum with practical applications, through detailed research, lucid writing skills, oral presentation skills and a mastery of various mass communications media in our global information age.

Students who have passed the H.S.C. examination in Arts, Science or Commerce, with not less than 50% marks, are eligible to apply for this course. Admission will be on the basis of a system evolved by the College, which may include an aptitude test, a group discussion and a personal interview.

This is three-year degree course with six semesters. The areas of specialization in the third year are: Advertising and Journalism. During the second year, the students receive on-the-job training through Internship. Besides this, Group Discussions, Seminars and Field Visits will be conducted during the course of 3 years.

Bachelor of Mass Media (BMM) - Entrance Examination

H.S.C. results are declared i.e. in first week of June. The written test will attempt to assess the students General Aptitude & Media Knowledge. While the General Aptitude component of the written test will deal with Logic & English Comprehension, the Media Knowledge component will deal with Media Related Current Affairs.

To ensure merit in selection, the College may further conduct Group Discussion and /or Personal Interview sessions for the candidates that are short-listed after the Written Test.

Scheme of Examination

- i) The examination shall be conducted at the end of each Semester.
- ii) A theory paper shall carry 100 marks. The evaluation of the performance of the students in theory papers shall be on the basis of both internal assessment (40%) and semester examination (60%). Internal evaluation shall be on the basis of class assignment, group discussions, seminar attendance etc. The Semester end examination shall be held at the end of each Semester and shall be of 2hours' duration.
- iii) The responsibility of evaluation during the first 4 Semesters shall rest with the College/ Institution wherein the students are admitted for the course. The College/Institution shall carry out the internal evaluation for theory papers in Semesters V & VI while the University shall conduct the Semester-end examination for these two

Semesters. The Internal evaluation marks of students appearing for Semester V and VI shall be sent to the University by the respective College/Institution before the commencement of the respective semester-end examination.

iv) The evaluation of Projects I & II shall be carried out by the examiners appointed by the University inclusive of viva-voce examination. The project reports shall be assessed for 60% of the total marks while the viva-voce examination shall carry 40% of the marks.

Passing Standards for the Examination

i) A candidate shall have to obtain a minimum of 50% marks in each theory paper and project to clear a particular semester.

ii) A candidate shall be placed in the First Class with Distinction if s/he secures a minimum of 50% marks in each of the theory papers and projects in Semesters V & VI, considered separately, and at least 60% marks on the aggregate.

iii) A candidate shall be placed in the First Class if he/she secures a minimum of 50% marks in each of the theory papers and projects in Semesters V & VI, considered separately, and at least 60% marks on the aggregate.

iv) A candidate shall be placed in the Second Class if s/he secures a minimum of 50% marks in each of the theory papers and projects in Semesters V & VI, considered separately, and at least 50% marks on the aggregate.

v) A candidate shall have to secure at least 50% marks in each of the theory papers and projects to pass the examination.

vi) A candidate who fails in any particular theory papers shall be allowed to reappear for those particular theory papers. However, his/her internal evaluation marks shall be carried over, but s/he shall not be entitled to any class on passing.

vii) A candidate who fails in more than two theory papers at the Semester-end examination shall not be allowed to keep terms for the next Semester.

Intake capacity

One division - 30 students.

Teachers Eligibility

M.B.A., M.B.M., M.Com., M.C.J., M.C.A.-Ist Class, M.A., L.L.M.(B+)